

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	593	100.0%	1.1%	334	100.0%	1.3%	259	100.0%	0.9%	248	100.0%	1.4%
Sexe												
Homme	334	56.4%	1.3%	334	100.0%	1.3%	0	0.0%	0.0%	147	59.4%	1.6%
Femme	259	43.6%	0.9%	0	0.0%	0.0%	259	100.0%	0.9%	101	40.6%	1.2%
Age												
15 à 24 ans	133	22.4%	1.8%	57	16.9%	1.5%	76	29.4%	2.1%	47	19.0%	1.5%
25 à 34 ans	149	25.1%	2.0%	83	24.9%	2.2%	66	25.4%	1.7%	54	21.9%	1.7%
35 à 49 ans	199	33.6%	1.6%	124	37.2%	2.0%	75	28.9%	1.2%	96	38.8%	1.5%
50 à 59 ans	68	11.4%	0.8%	50	15.0%	1.2%	18	6.9%	0.4%	39	15.8%	1.1%
60 ans et plus	44	7.5%	0.3%	20	6.0%	0.3%	24	9.5%	0.3%	11	4.5%	0.7%
Individu												
Ménagères	177	29.9%	0.8%	0	0.0%	0.0%	177	68.5%	0.8%	77	31.1%	1.1%
Personne de référence	320	53.9%	1.1%	246	73.6%	1.2%	74	28.5%	1.0%	137	55.3%	1.5%
Responsable des achats	382	64.3%	1.1%	211	63.2%	1.6%	170	65.8%	0.7%	172	69.3%	1.5%
PCS Individu												
Petits patrons	16	2.8%	1.0%	13	3.8%	1.0%	4	1.4%	0.9%	12	4.9%	0.8%
Affaires et Cadres	61	10.3%	1.2%	40	12.1%	1.4%	20	7.9%	1.0%	56	22.5%	1.2%
Professions intermédiaires	107	18.1%	1.4%	70	21.0%	1.9%	37	14.3%	1.0%	102	41.0%	1.7%
Employés	124	20.9%	1.4%	57	17.0%	2.5%	67	25.9%	1.1%	22	8.9%	1.2%
Ouvriers	106	17.8%	1.6%	82	24.5%	1.6%	24	9.3%	1.8%	4	1.7%	1.0%
Retraités	36	6.1%	0.3%	18	5.5%	0.3%	18	6.8%	0.3%	0	0.1%	0.1%
Autres inactifs	143	24.1%	1.4%	54	16.2%	1.5%	89	34.4%	1.4%	52	20.9%	1.6%
PCS Personne de référence												
Agriculteurs	1	0.2%	0.2%	0	0.1%	0.1%	1	0.4%	0.2%	0	0.0%	0.0%
Petits patrons	27	4.6%	1.0%	18	5.4%	1.3%	9	3.6%	0.7%	27	11.1%	1.0%
Affaires et Cadres	95	16.0%	1.3%	53	16.0%	1.5%	41	16.0%	1.2%	95	38.3%	1.3%
Professions intermédiaires	126	21.2%	1.5%	76	22.6%	1.8%	50	19.3%	1.3%	126	50.7%	1.5%
Employés	104	17.5%	1.9%	60	18.1%	2.6%	43	16.7%	1.3%	0	0.0%	0.0%
Ouvriers	129	21.8%	1.3%	77	22.9%	1.5%	53	20.4%	1.2%	0	0.0%	0.0%
Retraités	64	10.8%	0.4%	30	8.9%	0.4%	34	13.2%	0.4%	0	0.0%	0.0%
Autres inactifs	47	7.9%	1.3%	20	5.9%	1.3%	27	10.4%	1.3%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	143	24.1%	1.5%	73	21.7%	1.7%	70	27.1%	1.3%	47	19.0%	2.0%
2 personnes	98	16.5%	0.5%	61	18.2%	0.7%	37	14.3%	0.4%	50	20.3%	1.2%
3 personnes	154	26.0%	1.7%	85	25.6%	1.8%	69	26.5%	1.5%	68	27.4%	1.7%
4 personnes	124	20.9%	1.3%	83	24.9%	1.8%	41	15.7%	0.9%	58	23.3%	1.2%
5 personnes et +	75	12.6%	1.3%	32	9.6%	1.3%	43	16.5%	1.4%	25	9.9%	0.9%
Présence d'enfants de moins de 15 ans												
Oui	213	36.0%	1.4%	119	35.5%	1.6%	95	36.6%	1.1%	98	39.5%	1.3%
Non	380	64.0%	1.0%	216	64.5%	1.2%	164	63.4%	0.9%	150	60.5%	1.5%
Habitat												
Communes rurales	72	12.1%	0.6%	42	12.5%	0.7%	30	11.6%	0.5%	27	11.1%	0.8%
Agglo. - 20 000 hab	80	13.5%	0.9%	34	10.2%	0.8%	46	17.8%	1.0%	33	13.3%	1.2%
Agglo. 20 000 à 100 000 hab	75	12.7%	1.1%	39	11.5%	1.2%	37	14.2%	1.0%	15	6.2%	0.7%
Agglo. + 100 000 hab	200	33.8%	1.3%	116	34.6%	1.5%	84	32.6%	1.0%	89	36.0%	1.6%
Agglo. Paris	166	27.9%	1.9%	104	31.1%	2.5%	62	23.8%	1.3%	83	33.5%	2.1%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	178	30.1%	1.8%	111	33.1%	2.4%	68	26.2%	1.3%	89	35.8%	2.0%
Nord Pas de Calais	39	6.7%	1.2%	23	6.9%	1.5%	16	6.3%	1.0%	17	6.7%	1.6%
Lorraine	15	2.6%	0.8%	11	3.2%	1.1%	5	1.8%	0.5%	3	1.1%	0.5%
Alsace	14	2.4%	0.9%	7	2.0%	0.9%	8	3.0%	1.0%	5	2.1%	1.1%
Franche-Comté	6	1.0%	0.6%	3	0.8%	0.6%	3	1.2%	0.6%	2	0.9%	0.8%
Champagne Ardennes	5	0.8%	0.4%	4	1.2%	0.7%	1	0.3%	0.2%	2	0.8%	0.7%
Picardie	14	2.3%	0.9%	9	2.6%	1.2%	5	1.8%	0.6%	9	3.5%	2.0%
Bourgogne	9	1.5%	0.7%	5	1.3%	0.7%	5	1.8%	0.6%	2	0.8%	0.5%
Haute Normandie	13	2.3%	0.9%	7	2.1%	1.0%	6	2.5%	0.8%	3	1.2%	0.6%
Basse Normandie	16	2.7%	1.3%	7	2.1%	1.2%	9	3.4%	1.4%	5	2.0%	1.4%
Centre	31	5.2%	1.5%	19	5.6%	1.9%	12	4.7%	1.1%	9	3.6%	1.4%
Pays de Loire	29	4.8%	0.9%	5	1.6%	0.4%	23	8.9%	1.5%	11	4.6%	1.3%
Bretagne	19	3.2%	0.7%	13	3.8%	1.0%	7	2.5%	0.5%	8	3.3%	1.1%
Poitou Charentes	9	1.4%	0.6%	4	1.1%	0.5%	5	1.9%	0.6%	3	1.4%	0.8%
Aquitaine	46	7.7%	1.6%	35	10.5%	2.6%	10	4.0%	0.7%	13	5.0%	1.4%
Midi Pyrénées	24	4.0%	1.0%	8	2.5%	0.7%	15	6.0%	1.2%	11	4.5%	1.3%
Limousin	4	0.6%	0.6%	0	0.1%	0.1%	3	1.2%	1.0%	0	0.1%	0.1%
Auvergne	17	2.8%	1.5%	9	2.8%	1.7%	7	2.8%	1.2%	5	2.0%	1.6%
Rhône Alpes	41	6.8%	0.8%	17	5.2%	0.7%	23	9.0%	0.8%	12	5.0%	0.6%
Languedoc Roussillon	19	3.1%	0.8%	11	3.2%	1.0%	8	3.1%	0.7%	10	4.0%	1.3%
Provence Alpes Côte d'Azur. Corse	47	7.9%	1.1%	27	8.2%	1.3%	20	7.6%	0.8%	29	11.8%	1.9%
Habitudes de connexion à Internet												
Tous les jours	535	90.1%	1.2%	298	89.1%	1.4%	237	91.5%	1.1%	224	90.4%	1.4%
Presque tous les jours	41	6.9%	0.7%	29	8.5%	1.0%	12	4.8%	0.4%	15	6.0%	1.1%
1 à 2 fois par semaine	11	1.8%	0.3%	4	1.2%	0.3%	6	2.5%	0.4%	9	3.5%	1.7%
1 à 3 fois par mois	7	1.2%	1.7%	4	1.1%	2.0%	3	1.3%	1.5%	0	0.0%	0.0%

Studio Magazine - Ciné Live



Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	23	3.9%	1.7%	11	3.3%	1.8%	12	4.6%	1.6%	4	1.4%	1.7%
De 9 000 à moins de 12 000 euros par an	24	4.0%	1.2%	10	2.9%	1.2%	14	5.5%	1.2%	4	1.7%	1.7%
De 12 000 à moins de 18 000 euros par an	53	8.9%	1.0%	23	6.8%	1.1%	30	11.5%	1.0%	5	1.8%	0.6%
De 18 000 à moins de 24 000 euros par an	77	12.9%	1.1%	41	12.2%	1.4%	36	13.9%	0.9%	22	9.0%	1.5%
De 24 000 à moins de 36 000 euros par an	131	22.1%	1.1%	71	21.3%	1.2%	60	23.1%	0.9%	62	25.0%	1.8%
De 36 000 à moins de 45 000 euros par an	79	13.3%	1.0%	45	13.6%	1.2%	33	12.9%	0.9%	33	13.4%	1.1%
De 45 000 à moins de 65 000 euros par an	102	17.2%	1.3%	75	22.5%	1.7%	27	10.3%	0.8%	49	19.9%	1.3%
65 000 euros et plus par an	39	6.5%	0.9%	32	9.5%	1.2%	7	2.7%	0.4%	35	14.1%	1.2%
Refus	52	8.8%	1.5%	20	6.1%	1.3%	32	12.4%	1.6%	28	11.5%	2.2%
Ne sait pas	15	2.5%	0.9%	6	1.9%	0.9%	8	3.2%	1.0%	5	2.2%	0.8%